

APR 2 1953



*How to Sell*  
**MORE FLAGS**





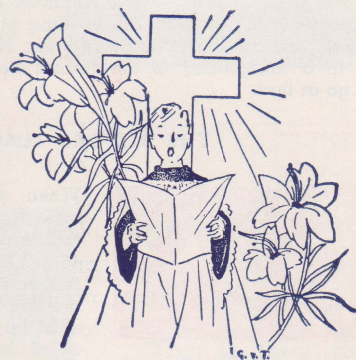
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# DETTRAGRAM

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## It's Eastertime!

Easter has always been one of the most triumphant of all Christian Church Festivals. And coming, as it does, near the beginning of the Spring season, when nature wakes from her Winter's sleep, Easter has also encouraged more temporal celebrations throughout the history. But whether your feeling is temporal or spiritual, we're sure you will join with us in a true spirit of gladness. **Happy Easter!**



## Glory Gloss for Color Guards

Shining beauty to proudly head any parade! Glory Gloss is your most reasonable flag to sell for both parade and indoor use. A fine quality flag that drapes perfectly . . . retains its color and lustre much longer than other flags of comparable price. For color guards . . . for indoor display . . . the flag to sell is Glory Gloss!



## BULLDOG

### Still the best buy!

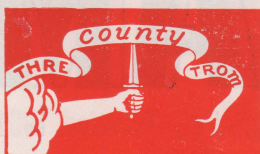
Only the finest quality 2-ply cotton yarns are used in making BULLDOG bunting; both warp and filling exceed Government specifications for tensile strength, wearing quality, and fastness of color. When a customer asks for the best in a moderate price range, the flag to sell is BULLDOG!



# The Flags in Our History

Two famous battle flags of similar design, but more than a hundred years apart in history, are among the banners that led Americans in their early struggles for liberty. (Note: Devices shown in white on these two flags, were yellow on the originals.)

## THE THREE COUNTRY TROOP FLAG



In 1659, a troop was organized in the counties of Middlesex, Suffolk, and Essex, Mass. Organized initially for service in the King Phillip's War, the unit was maintained for a number of years after that

bloody conflict ended. The spelling of the words in the scroll has not been accounted for. Historians attribute it to a misspelling of the troop's designation and let it go at that.

## THE BEDFORD FLAG



When the Minute Men rushed to Lexington on that fateful day of April 19, 1775, to oppose the British regulars, this was the flag they carried. To it, must be accorded the honor of being the first flag

of the American Revolution to receive a baptism of hostile fire. The words, "Vince Aut Morire" translate "Conquer or Die"—the true spirit of the brave Minute Men.



## Time to Tee Off!



Golfing season is beginning to get underway again in most parts of the country. That means opportunities for dealers located near Clubs to give an extra boost to their

sales with Dettra Golf Flags. We make every type of flag your Golf customers want . . . you'll find the complete array on page 23 of your Dettra Catalog.

## Buying habits are changing . . . are you keeping up with them?

There has been considerable evidence of late that consumer buying habits are definitely changing. And, we believe it's a change for the better. Essentially, it is this: American consumers have become more quality conscious.

"The American consumer," one expert reports, "has money to spend, but spends it wisely. He has come of age, and will defer or divert purchases in his discriminating search for more quality and better goods." Another man put it this way: "There is a revulsion against cheap and shoddy merchandise, and any retailer's attempts to force it on the public could lead to disaster."

As we said, we believe it is a change for the better. We have always believed that the only real "bargains" are in quality products that will give extra value to customers. That's the reason you have always been able to sell Dettra products with complete confidence that you are selling the best.



## Add the Mailman to your sales force

You can, you know, and easily. Use the free folders which we supply as mailing pieces—one folder in every piece of mail you send out. You can cover a wide list of prospects for very little expense. What's more, there are special folders to appeal to the special interests of each group of prospects. A sample of each is enclosed. Just let us know how many you can use.



## FLAG HOLIDAYS



April 14 — Pan American Day  
May 1 — May Day  
May 8 — VE Day  
May 16 — Armed Forces Day  
May 30 — Memorial Day



# DURA-LITE NYLON

## Outdoor Flag Supreme!

DURA-LITE Flags are made of 100% Nylon Bunting, specially developed for flag use. As outdoor flags, they can't be equalled. Their bright, sparkling colors last longer—won't run. Though far stronger and more durable than ordinary flags, DURA-LITE Flags are so light in weight, the faintest breeze sets them waving. A beautiful flag . . . a quality flag—the DURA-LITE NYLON!

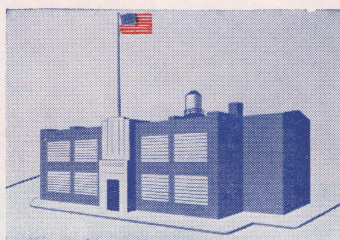
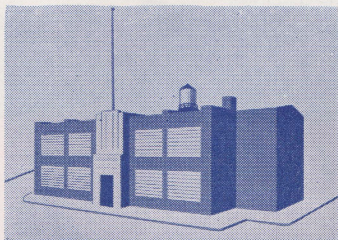


Sailor: "I think I've got a flat tire."

WAVE: "That makes us even."



## The challenge of an empty Flagpole



Anytime you see a flagpole without a flag, ask yourself "Why?" Chances are, it's because the flag that once completed it has worn out, and no one has gotten around to buying a replacement. Therein lies the challenge: Every flagpole should have a flag—and an empty pole means a sales opportunity for you!

# FLAGS IN THE NEWS

Wayne, Pa.—In an impressive military ceremony, Major General Milton G. Baker, (left), superintendent of the Valley Forge Military Academy presented a replica of Washington's Headquarters Flag to Maj. Gen. Cyro Espirito Santo Cardoso, Minister of War of Brazil. The Brazilian official visited the Academy while on a tour of U. S. Army bases.



## PACKAGES can SELL!



That is they can when they are as striking and eye-catching as the packages for BULL-DOG, DURA-LITE, and G L O R Y

### GLOSS U.S. Flags.

Each package is distinctively designed to present the flag it contains . . . and each carries the identifying Dettra Hallmark as a sign of quality merchandise.

Use a group of these packages in your window or on your counter as attention getting displays. They'll help you sell more flags . . . will identify your store as flag headquarters for the flag display season ahead.



*Introducing* APR 2 1953

## HERBERT J. SANDERS



"Herb" was born, raised and educated at Wildwood, N.J., one of America's famous seashore resorts. After three years in the Air Force during World War II, he joined Dettra's sales force, in the mid-West territory. Subsequently, he became manager of the New York office. Herbert's tenacity and desire to follow through has made him a valuable asset to his customers as well as his company.



ROY: "It's really a problem to decide on a vacation."

RALPH: "Not for me. My boss tells me when to go, and my wife tells me where."

